



Founded 1872

# BULLETT

THE MAHONING COUNTY MEDICAL SOCIETY  
Volume LIX Number 4 April, 1989

# Seeing Is Believing

...and now there's one source  
that can help you see it all.

That source is Regional Imaging Consultants, Inc. -- providing quality X-ray exams, CT scans, ultrasound imaging, low-dose mammography, breast localization for biopsy and cyst aspiration.

Regional Imaging has seven convenient locations in Austintown, Boardman, New Castle, Warren and Youngstown. Mammography or ultrasound exams can also be performed in your office by the highly-skilled staff in our mobile division.

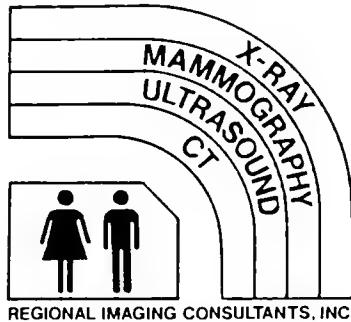
*The next time you need to "see it all," call Regional Imaging --where seeing is believing.*

## The Regional Imaging family includes:

- Austintown X-Ray
- Boardman X-Ray (2 locations)
- Breast Care Centers (7 locations)
- MammoVan (a service of the Breast Care Centers)
- Computed Diagnostic Center
- Medical Ultrasound

- Lloyd E. Slusher, M.D. • Jon A. Molisky, D.O. • Albert M. Bleggi, M.D.  
**(216) 726-9000**



**Officers**

Karl F. Wieneke, M.D.  
President  
James A. Lambert, M.D.  
Vice President  
Kimbroe J. Carter, M.D.  
Secretary  
Danny Chung, M.D.  
Treasurer  
Hai-Shiu Wang, M.D.  
Immediate Past President

**Board of Censors**

Karl F. Wieneke, M.D.  
James A. Lambert, M.D.  
Hai-Shiu Wang, M.D.

**OSMA 6th District Councilor**  
J.J. Anderson, M.D.**OSMA Delegates**

J.James Anderson, M.D.  
James A. Lambert, M.D.  
Lloyd E. Slusher, M.D.  
Hai-Shiu Wang, M.D.  
Karl F. Wieneke, M.D.

**OSMA Alternate Delegates**  
A. Gary Bitonte, M.D.  
Thomas N. Detesco, M.D.  
Brian S. Gordon, M.D.  
Prabhudas R. Lakhani, M.D.  
Richard A. Memo, M.D.**Members At Large**

Chester A. Amedia, M.D.  
Glenn J. Baumblatt, M.D.  
Jane F. Butterworth, M.D.  
Salim El-Hayek, M.D.  
James F. Ervin, M.D.  
John G. Guju, M.D.  
Murali Guthikonda, M.D.  
Althancios D. Kasamias, M.D.  
Milton J. Lenhart, M.D.  
Catherine E. Molloy, D.O.

**Public Relations Director**  
Jane F. Butterworth, M.D.**Editor**

Brian S. Gordon, M.D.

**Table of Contents**

President's Page .....	6
From the Desk of the Editor .....	8
Proceedings of Council .....	10
In Memoriam .....	13
MCMS & Auxiliary Meeting .....	14
St. Elizabeth Hospital, CME .....	15
From the Bulletin .....	16
From the Physician's Advisory .....	20
Western Reserve Care System, CME .....	22
Spouses' Corner .....	28
Legislative Update .....	28
Classified .....	30

**1989 MAHONING COUNTY MEDICAL SOCIETY MEETINGS**

Tuesday - Jan. 21

Tuesday - March 21

Tuesday - May 23

Tuesday - September 19

Tuesday - November 21

Tuesday - December 19

The Bulletin is published nine times a year monthly with the exception of May, July & August, by the Mahoning County Medical Society, 5104 Market St., Youngstown, OH 44512. Ph. 216/788-4700. Eleanor Pershing, Executive Director

**EDITOR**

Brian S. Gordon, M.D.

**EDITORIAL STAFF**

Eril S. Dickstein, M.D.

Robert R. Fisher, M.D.

**MANAGING EDITOR**

Eleanor Pershing

John R. LaManna Jr., M.D.

John C. Melnick, M.D.

The opinions and conclusions expressed herein do not necessarily represent the views of the Editorial staff nor the official views of the Mahoning County Medical Society.

Advertisements do not imply sponsorship or endorsement.

# Professional Decisions.

It is an important decision as to who will administer your insurance needs. Let Stillson and Donahay make that decision easier for you to make.

We are professionals, locally owned and operated with over 60 years in the Mahoning Valley; endorsed by the Mahoning County Medical Society for over 40 years.

Call us... It could be the most important professional decision you make.

*Life, Disability and other Health Insurance*

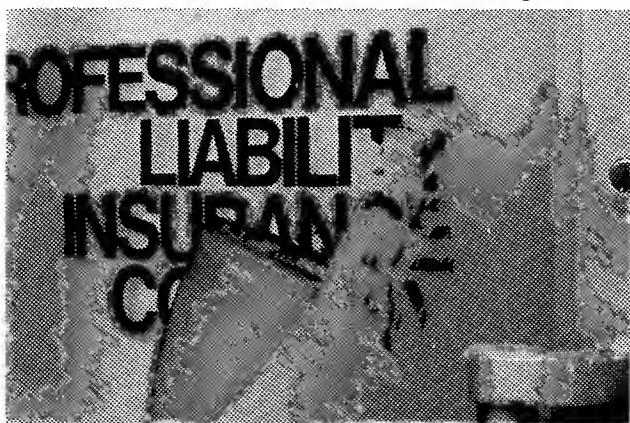


**Stillson  
& Donahay  
AGENCY, INC.**

John Fouse • Reuel Peck

**Bank One Building • 30 North Main Street  
Poland, OH 44514 • Phone: (216) 757-3726**

In ten years your malpractice carrier may be just a memory.



Unless it's Medical Protective.

The most important thing an insurance company sells is its promise to be here when you need help. Unfortunately, that's a promise that's easy to make, but hard to keep.

When you consider liability insurance, remember this. A company that's survived tough times before is more likely to come through a crisis period. And no company has weathered more of the industry's tough times than The Medical Protective Company because we pioneered professional liability coverage nearly a century ago.

For more information contact your Medical Protective Company general agent. He'll be here when you need him.

**THE  
MEDICAL PROTECTIVE COMPANY  
FORT WAYNE, INDIANA**

Robert Dowdy, Edward J. Kupcho  
Suite 111, 1 Commerce Park Square, 23200 Chagrin Blvd.  
Beachwood, OH 44122, (216) 464-9950



Karl F. Wienke, M.D.

## PRESIDENT'S PAGE

As most of you know, our friend and colleague, Dr. Jim Anderson, has been nominated for the office of president-elect of the Ohio State Medical Association. The following letter has been sent to all OSMA delegates to the annual meeting to be held the first weekend in May in Dayton.

Dear Colleague,

It has been almost fifty years since a physician member of the Mahoning County Medical Society has been honored by being elected President of the Ohio State Medical Association. In 1940 Dr. William M. Skipp, a well known Youngstown surgeon, assumed that high office and served with distinction. This year the physicians of Mahoning County are again proud to present for your consideration, a candidate equally distinguished and qualified to serve in this esteemed office.

Dr. J. James Anderson is completing his eighth year as Sixth District Councilor and has been a member of the House of Delegates since 1975. He has served on the Legislative Committee of the Ohio State Medical Association and is presently chairman of the Committee on Auditing and Appropriations.

A native of Youngstown, the grandson of a physician and the father of a medical student, Dr. Anderson has prioritized his commitment to excellence in medicine and the betterment of the community where he resides. He is a past president of the Mahoning County Medical Society, having served on its council for twenty years and has been active in numerous volunteer and community organizations.

He has been established in the private practice of pediatric medicine since 1961, is a Diplomate of the American Board of Pediatrics, a Fellow of the American Academy of Pediatrics and is Associate Professor of Pediatrics at Northeastern Ohio Universities College of Medicine. While serving as president of the Youngstown Hospital Association Clinical Staff, and Chief of the Division of Pediatrics, Dr. Anderson demonstrated his organizational abilities and leadership qualities, which, experience, in addition to serving as Councilor, has prepared him to assume the office of president-elect of the Ohio State Medical Association.

The Council of the Mahoning County Medical Society unanimously endorses the candidacy of Dr. J. James Anderson for president-elect and asks for your support for Jim, and your vote for the future of medicine in Ohio.

Good Luck, Jim!! You have our unqualified support.

*Only PICO continues to offer*

# **OCCURRENCE COVERAGE**

*plus the new...*

## **MERIT RATING PLAN AND THE FIVE STEP PLAN**



**All with loss-free premium  
discounts and coverage limits  
up to \$5 million.**

The PICO/OSMA Group Program is flexible, with options in coverage and pricing to meet your specific protection needs.

The independent insurance agent representing PICO in your area can help you select the professional liability plan that is best for your medical practice.

*Represented by:*

## **THE GLUCK INSURANCE AGENCY**

2901 Market Street, P.O. Box 8629  
Youngstown, Ohio 44507  
216-788-6577



**Physician's Insurance Company of Ohio**



## *From the Desk of the Editor*

### **On Rainy Days**

**Brian S. Gordon, M.D.**

In the beginning the skies were clear. Then small clouds whisped lonely in the winds and shadows were cast upon the ground. The clouds then grew in strength and combined with other clouds until their purpose became electrofied. Finally, they rained their guts onto the land, changing its character and carrying its vital components down newformed streams and rivers to collecting points. From there the rain returned to its maker to begin its terror all over again. Man came upon the land and built shelters to protect himself. The rains are relentless, though and self-feeding.

Many men then came upon the land and built their shelters. And like the clouds, they learned that forming a coalition is the secret of power. It then took on a new meaning. Not only could the shelter be made stronger but vitality and growth could occur under its roof. A division of labor formed and each component became important for survival.

But man was different than his attackers. He could think. He wasn't a wild fury. So he chooses a leader to assure the progress he makes.

Mahoning County and the Sixth District have been blessed with a dedicated leader, Dr. J. James Anderson, who will, if elected, insure the structure and with this guard against the constant barrage of intervention groups whose purpose is to tear down the infrastructure of the system.

The clouds and the rains are here to stay. Once formed they feed upon themselves. Shelters are temporary and are under constant repair. No man could do it alone. "United we stand; divided we fall"!



**DeBald**  
and  
**Company, Inc.**  
OFFICE SUPPLIES

1300 Wick Avenue • P.O. Box 6085  
Youngstown, Ohio 44501

**746-0597**

## **BOARDMAN** **HEARING AID SERVICES**

Associated with Youngstown Hearing & Speech Center

*Let Our Professional Staff of Licensed Specialists with  
Over 45 Years of Service Custom Fit You with a Hearing Aid  
So You Can...*

HEAR THE LOVE AROUND YOU!

Sales & Service  
On All Major Brands

**758-7345**

6251 Market St. • 2 Blocks North of Beeghly Medical Park  
AT THE DOOR PARKING

Authorized Dealer



## **Those in the Medical Field Can't Spend All Day in the Waiting Room**

Time is especially critical to those in the field of medicine. And this is one reason why Barrett Cadillac, located near all of Youngstown's major hospitals, is a logical choice for all your automotive needs.

Convenience, competitive pricing, unmatched service—all at Barrett.

*The Glass of the City*  
**BARRETT Cadillac Inc.**  
CADILLAC - JEEP - EAGLE  
907 WICK AVE YOUNGSTOWN OH PHONE 747 3521



# Proceedings of Council

MARCH 14, 1989

The monthly meeting of the Council of the Mahoning County Medical Society was held on Tuesday, March 14, 1989 at the Moonraker Restaurant.

The president, Dr. Wieneke, called the meeting to order at 7:00 p.m.

The minutes of the March meeting were approved as published.

The treasurer's report was given and motion carried authorizing the payment of bills as listed with the agenda. The membership report listed 339 paid members. Of this total, 15 were non-resident members. Fifty-one members have not yet paid 1989 dues and are classified as delinquent.

The following applications for membership were presented:

ACTIVE: James N. Kvale, M.D. ASSOCIATE: Hi Moon Ahn, M.D.

The applications were approved and the applicants will become members of the Mahoning County Medical Society in the voted category 15 days after their names have been printed in the March issue of the Bulletin that is mailed to all members, unless an objection is received in writing by the executive director before that effective date.

Communications included: Youngstown Right to Life Inc.; Association for Freedom to Die; OSMA Key Contact Program; State Medical Board Guidelines on Physical Examinations; Youngstown State University Science Day; Inquiry on policy regarding Associate to Active status in MCMS; Appreciation note, Dr. Sovik.

An article announcing the OSMA Key Contact Program will be published in the next issue of the Bulletin.

Motion carried to refer policy on Associate to Active membership to the By-Laws Committee.

A notice announcing the YSU Science Day April 8, 1989 and the need for judges will be published in the next issue of the Bulletin. Motion carried to contribute an award for the Junior level and the Senior level of the Science Fair. Dr. Carter, a past judge, will serve as a judge again this year.

## COMMITTEE REPORTS

### Aids Awareness

Sixty-four reservations were received for the March 21, 1989 meeting. A phone committee will remind members of the meeting.

### Scholarship Recognition Dinner

Letters have been sent to principals of area high schools. Mrs. Patricia Vivo has been invited as the speaker. Volunteers are needed to serve as host couples for the evening.

## SIXTH DISTRICT COUNCILOR

Dr. Anderson reported on the AMA Leadership Conference. He also noted that announcements would be sent for the 6th District Caucus meeting to be held on Wednesday, April 26, 1989 at Youngstown Country Club.

## UNFINISHED BUSINESS

Professional Liability Insurance tabled to April 11, 1989 Council Meeting.

## NEW BUSINESS

Council unanimously approved the combined November 1989 Society/Auxiliary meeting.

## ANNOUNCEMENTS

Society/Auxiliary Meeting - March 21, 1989, Wick Pollock Inn.

Council Meeting - April 11, 1989, Youngstown Club.

## ADJOURNMENT

There being no further business, the meeting was adjourned at 9:45 p.m.

# Osteoporosis diagnosis and monitoring of treatment by Dual Photo Densitometer

This equipment is the state of the art and the current medical practice in our area.

Some indications for doing bone density measurement at the femoral neck and lumbar spine as per Annals of Internal Medicine 1987 are...

Post Menopausal, Chronic Glucocorticoid/Alcohol/Anticonvulsive drugs and Thyroid Intake, Pathological fractures, Post bowel resection, poor Calcium intake, and Follow up treatment for Osteoporosis.

We accept all major private insurance companies  
& Medicare.

Patients are seen only by referral and appointment.

Call for appointment      757-3744/757-8900

**Suman K. Mishr M.D.**

**Osteoporosis Diagnostic Center of N.E. Ohio  
287 W. McKinley Way, Poland 44514**

# Time is Money.



In the time you spend waiting for your patients to pay you, your money could be working for you

Let **Patient Billing Service Inc.** manage your accounts receivable for rapid turnaround, while you put your hard-earned dollars to work.

With PBS, you pay only on the amount we collect. That's an incentive you can appreciate, because it means we'll pull out the stops to assure maximum payment.

#### **Our physician billing services include:**

- The same responsive attention to patients that you provide, including WATS line access
- An account manager for each client
- Effective follow-up. Less than 2 percent of our accounts go to collection agencies.
- Excellent receivables management, with average billing days significantly under industry standards
- Collected billings deposited directly to your account daily
- Physician/office staff consultation, vigorous insurance follow-up and aggressive coding to maximize reimbursement.
- Customized marketing data to help you track patients for sophisticated practice management

Satisfied clients tell us the dollars we generated from previously uncollected billings paid for our services. For references from satisfied physicians or for more information, call us today. Time is money.



**Patient  
Billing  
Service Inc.**

4673 Winterset Drive  
Columbus, Ohio 43220  
1-800-421-7728

# In Memoriam

## Saul J. Tamarkin, M.D. 1903 - 1989

At 7:30 a.m. on February 25th, 1989 Saul Tamarkin's journey here on earth came to an end as it must to all of us...

He was born in Russia on January 31, 1903 and came to the United States in 1906

He attended Market Street School and South High School and received his undergraduate & medical degree from The Ohio State University and its School of Medicine, ending his formal education in 1927.

He interned at St. Elizabeth Hospital in 1927-1928. He served his residency at Mount Sinai Hospital in New York City between 1928-1930 returning to Youngstown in 1930 to become, with Dr. John Heberden, the founder of the Department of Radiology at St. Elizabeth Hospital. He was Director of that Department from 1936 to 1970 when he retired, having supervised a great deal of the expansion of that Department in those years.

Saul was many things to many people. He was a loving and faithful husband to Zelda. He was a caring and exemplary father to his children, Norman and Bryn. He was a good citizen partaking of his duties to his temple and community with zeal and generosity. He was a good member of an illustrious family - the Tamarkin family.

To those of us who knew him professionally he was a competent and compassionate physician who was never too busy or too tired to help all who needed it.

To me - he was all of this and more. He was an image to be followed, a mentor to be listened to, a friend to be cherished. I shall miss him greatly.

Last but not least he will be missed by all who love the beauty of flowers - for he dearly loved flowers and all they mean to the world.

C. Edward Pichette, M.D.

## JAMES D. CULCASI CPA

Professional, Personalized Services

Income Tax • Monthly or Quarterly Accounting • Auditing

Business Planning and Consulting

725 Boardman-Canfield Rd. M-2 P.O. Box 3393

CALL 726-2532 FOR AN APPOINTMENT OR INFORMATION

## MCMS & Auxiliary Meeting



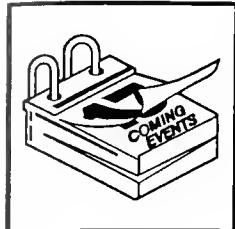
L to R: Nancy Newman, Dr. Ronald Fletcher, Anthony Mantia, Karen Gierscher.

### ***Panel Discusses Disposal of Waste***

The combined Mahoning County Medical Society and Auxiliary meeting held at the Wick Pollock Inn on March 21, 1989 featured the program "Disposal of Medical Waste - Guidelines for Physicians." Panelists included: Dr. Ronald F. Fletcher, Director, Ohio Department of Health; Nancy Newman, Supervisory, Industrial Hygienists, Occupational Safety and Health Administration; Anthony Mantia, District Sales Manager, Waste Management Inc., Medical Services; and Karen Gierscher, District Sales Manager, Browning Ferris Industries, Medical Waste Systems, Inc. Dr. Chester A. Amedia Jr., chairman, AIDS Awareness Committee served as moderator.

Discussion centered on Senate Bill 243, which regulates the disposal of infectious medical waste in Ohio. It was noted that Ohio's law established a separate set of standards for small generators of infectious waste (less than 50 pounds per month). Most physicians are considered "small generators" of infectious medical waste, since the only type of infectious medical waste, under Ohio's program, they have are "sharps" and "cultures." The small generator is required to contain sharps and to disinfect cultures prior to disposal.

The CME program was planned by the MCMS AIDS Awareness Committee in cooperation with MSAHEN.



## St. Elizabeth Hospital - CME

May 5, 1989 ..... **PSYCHIATRY**

DAVID SEUNG-IL RUE, M.D., Staff Psychiatrist, Cleveland Clinic, Cleveland, Ohio, a MERRELL-DOW Visiting Fellow, *"Adolescent Psychiatric Disorders"*

May 12, 1989 ..... **RHEUMATOLOGY**

THOMAS ROMANO, M.D., Ph.D., F.A.C.B., Clinical Assistant Professor, Department of Medicine, West Virginia University, Morgantown, West Virginia, a BOOTS Visiting Fellow, *"Diagnosis and Treatment of Fibrositis"*

May 19, 1989 ..... **MEDICAL ETHICS**

H. TRISTRAM ENGELHARDT, M.D., Ph.D., Professor, Department of Medicine and Community Medicine, Member, Ethics, Medicine and Public Issues, Baylor College of Medicine, Houston Texas, *"Allocation of Scarce Intensive Care Resources"*

May 26, 1989 ..... **SUBSTANCE ABUSE**

PATRICK JAYNES, Ph.D., Adjunct Faculty, Department of Medical Technology, Youngstown State University, Director of Laboratories, DeYOR Laboratories, Inc., Youngstown, Ohio, Program Supported by DeYOR, *"Toxicology Screening: Indications and Pitfalls"*

M. Maurine Fogarty, M.S., C.C.C.

Joy W. Elder, M.A.

**Speech Pathology Associates**  
Licensed Speech-Language Voice Pathologists  
Certified Myofunction Therapists

*We accept medicare / medicaid / GM insurance / most other insurance*

Office: (216) 759-3636  
Hosp. Off: (216) 744-9224  
Res.: (216) 747-2683

32 Goldie Road  
Suite #5  
Youngstown, Ohio 44503



Robert R. Fisher, M.D.

## From the Bulletin

### FIFTY YEARS AGO MAY 1939

Excerpts from a paper on "Medical Management of Peptic Ulcer" by Dr. L.S. Shensa: "Despite some opinions to the contrary, Belladonna or Atropine are the most satisfactory antispasmodics...Among the many forms of treatment, Sippy diet, alkali regimen together with the use of sedatives still rank the highest...Treat the patient together with the ulcer...Do not temporize with hemorrhage or perforation."

New members that month were Milton M. Yarmy, John S. Goldcamp and M.M. Szucs. J.P. Harvey was recovering from an appendectomy.

### FORTY YEARS AGO MAY 1949

Excerpts from an article by Milton Yarmy on "Practical Diabetes Management": "The most important factors in the control of the patient are the relief of symptoms and avoidance of coma or shock, with shock the more likely to occur...Emotional outbursts and personality changes in diabetic children should be attributed to insulin until proven otherwise...Too much insulin is a more serious hazard than too little."

New members that month were: Durbin T. Yoder, Arthur E. Rappoport, James A. Patrick, Charles W. Stertzbach and Francis J. Gambrel.

### THIRTY YEARS AGO MAY 1959

John McCann was re-appointed to his third term as President of Ohio State Medical Board by Governor DiSalle.

Al Geordan became a Diplomate of the American Board of Urology.

The Automotive Crash Injury Research Program conducted by Cornell University in cooperation with the local Traffic Department, the Hospitals and the Medical Society was nearing the end of a year. Every accident was reported in detail with diagrams, photographs and disposition of victims. Most of you can remember filling out those forms. I wonder if anyone looked at them or did anything about them? I never heard.

G.E. DeCicco was elected President of the Medical-Dental Bureau. V.L. Goodwin was Vice-President, H.B. Hutt Secretary and R.A. Hall, Treasurer.

Hugh Bennett was elected President of the Northeast Ohio Society of Internal Medicine; Leonard Caccamo was Vice-President and James Calvin was Secretary-Treasurer.

William T. Martin became a member of the Society

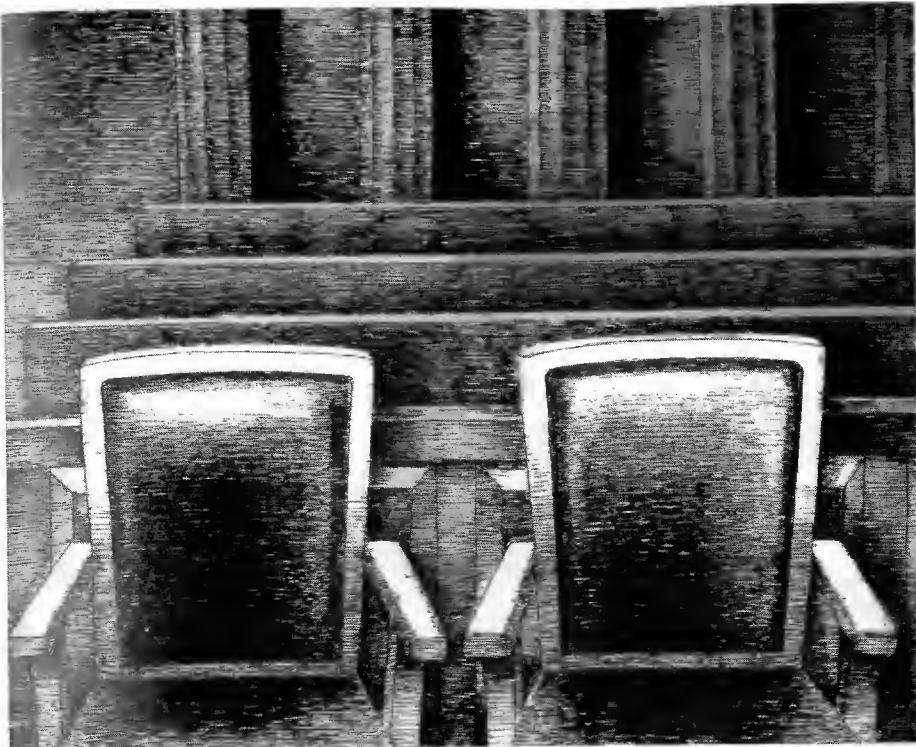
### TWENTY YEARS AGO MAY 1969

Henry Short wrote a letter to the Editor complaining about boring meetings, poor speakers, and poor attendance. It was really a letter to himself since he was the Program Chairman. He welcomed any suggestions to bring the Society meeting back to life.

Dr. E.J. Reilly passed away at the age of 72. He was a Family Practitioner and was President of the Society in 1946, and President of the Mahoning Academy of General practice in 1948.

New members that month were Joseph I. Gonzales, M.D., and Charles H. McGowan, M.D., Dr. Robert Barton became an Associate Member.

Continued on pg. 29



# Today, one doctor in four will face a malpractice claim or suit.

Odds are increasing that you could wind up in court. Or you might spend your valuable time trying to negotiate a settlement through a claims adjuster.

PIE Mutual takes medical liability insurance seriously, because we have to. We're a physician-owned and operated underwriter serving the exclusive needs of our member physicians and dentists.

Our claims-handling policy demands that each claim or suit be examined by five physician specialists in the area of the claim. And, no claim is settled until a physician review committee authorizes payment.

Our aggressive defense team is comprised of seasoned veteran attorneys with experience in all

**If this was a disease, it would be considered an epidemic.**

areas of medical liability claims. Over the past 12 years they have chalked up an outstanding record for our member insureds.

Before your odds are up, call on our experts and get the benefit of the PIE Mutual defense program.

**THE Trumco**  
INSURANCE AGENCY INC.

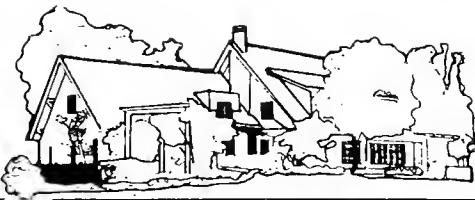
P.O. Box 992  
Warren, OH 44482  
(216) 392-6666

**The PIE Mutual  
Insurance Company**  
The Galleria & Towers at Erieview  
1301 East Ninth Street  
Cleveland, OH 44114  
(216) 781-1087



**Youngstown  
Hearing &  
Speech  
Center**

6505 MARKET STREET  
YOUNGSTOWN, OHIO 44512



**We Help Children and Adults  
Who Have Difficulty  
Hearing, Speaking and Learning.**

CALL US IF WE CAN BE OF SERVICE.

6505 Market Street, Beeghly Medical Park

726-8855



**Examine  
Mahonning Bank  
for Your  
Equipment  
Needs**

For professional financial  
service, call  
Mr. Richard E. Davis  
Vice President  
742-7000



**MAHONNING BANK**



...your financial center

Member FDIC

# NOW, PHYSICIANS HAVE A CHOICE

THE  
DEFENSIVE  
PLAN

THE  
RISK RATING  
PLAN

THE  
FIVE STEP  
PLAN

Three distinctive coverage and pricing concepts, each with loss-free premium discounts and coverage limits up to \$5 million.

Home Offices: Bates Drive, P.O. Box 281  
Pickerington, Ohio 43147 (614) 864-7100  
In Ohio 1-800-282-7515



**The PICO/OSMA Medical Professional  
Liability Insurance Group Program**



## Physician's Advisory

### A "service recovery" strategy for your office.

The best marketing strategy of all is good service so your patients will be "satisfied customers." If a patient has a complaint, this strategy calls for a "recovery" format to keep him or her satisfied.

"You can't please all of the people all of the time," they say. Yet patients evaluate your quality largely on satisfaction factors unrelated to your clinical skills. If your patient has a complaint about the service he or she received, good marketing strategy calls for working hard to satisfy that patient anyway.

#### The Art of Making Right

In the service sector, making things right in the face of complaints is called "recovery." It has several elements:

- **Detection.** Though some employees may want to stifle complaints, that's the wrong attitude. Complaints point out areas of discontent which you may have overlooked. Knowing about them gives you the opportunity to right a wrong.
- **Correction.** By righting the wrong, your practice presents itself more favorably to future patients. The recovery system thus helps improve your service.
- **Reselling.** By attempting to solve the problem your patient complained about, you "resell" that person on your practice's values. The recovery process retains a patient's loyalty, and the recovered patient is more likely to praise you to others.

The importance of recovery may seem obvious. But how can you make the principle actually work in your office? Here are some ideas.

1. **Managerial Emphasis.** The physician(s) and their manager/administrator are basically responsible. They must make clear to all employees that complaints are welcome. A staff member who swallows her pride, admits she's wrong (or at least understands the patient's complaint) and tries to handle each complaint effectively helps the practice. Your job as physician or manager is to make sure the staff understands this.

2. **Complaint Report.** You'll never know what to correct - nor how well you've fared in trying to correct it - if you don't have a written record of the complaints. So develop a simple printed form and *require* that each patient complaint be reported on it. The form

Continued on pg. 21

# READY FOR A CHANGE OF PACE?



The Air Force has openings for **Physician Specialists**. You can enjoy better working hours, 30 days of vacation with pay each year and a unique and enjoyable life-style for you and your family while serving your country. Ask a health professions recruiter about our outstanding pay and benefits package. Call

**USAF HEALTH PROFESSIONS**

**216-826-4510  
COLLECT**



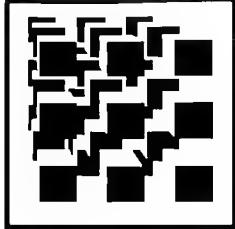
## Physician's Advisory - continued from pg. 20

should have a line entitled "Action Taken" so you can see how each complaint is handled. Make sure that each report is turned in to a designated person - perhaps the manager - to track the problems and their handling.

3. **Reparations.** Formalize a process by which each complaint receives some sort of special response. Whether it be 10% off the patient's bill, or a personal apology letter or phone call from the doctor or manager, the gesture helps save your patient's loyalty. Assign the reparations task to one person - probably your manager - so the gestures will actually occur.

Properly administered, service recovery strategies do more than just save face. Your patients feel more secure when they know your entire practice cares; their confidence and trust in you increases. And your staff benefits by having solid guidelines for concern, from which they feel pride in being part of a quality organization.

Excerpted with permission from  
**The Physician's Advisory**, Leif C. Beck, LL.B., C.P.B.C., Publisher



## Western Reserve Care System-CME

**May 2, 1989** - 8:00 a.m., Emergency Medicine Lecture Series, "Low Back Pain", Robert Brocker, Jr., M.D., Neurologist, Western Reserve Care System, Medical Education Center - Northside Medical Center

**May 4, 1989** - 8:00 a.m., All Divisions - Surgery, "Management of Pulmonary Complications in the Intensive Care Unit" John W. Hoyt, M.D., Clinical Professor of Anesthesia and Critical Care University of Pittsburgh School of Medicine, Medical Director, Medical/Surgical Intensive Care Unit St. Francis General Hospital, Pittsburgh, Pennsylvania, Hitchcock Auditorium - Southside Medical Center

**May 4, 1989** - 8:00 a.m., Pediatric Grand Rounds, "CNS Toxicity of Pertussis Vaccine", John S. Venglarcik, III, M.D., Assistant Professor of Pediatrics, NEOUCOM, Director, Pediatric Infectious Disease, Tod Children's Hospital, Medical Education Center - Northside Medical Center

**May 6, 1989** - 8:00 a.m., Anesthesiology Lecture Series, "Update on Cardiac Anesthesia", John B. Werning, M.D., Assistant Professor of Anesthesiology, NEOUCOM, Anesthesiologist, Western Reserve Care System, Tod Classroom I - Tod Children's Hospital

**May 6, 1989** - 8:00 a.m., Tumor Conference, Jose Lopez, M.D., Moderator, General Surgeon, Western Reserve Care System, Hitchcock Auditorium - Southside Medical Center

**May 9, 1989** - 6:30 a.m., Sports Medicine Lecture Series, "Drug and Eugenic Aid Problems", Michael J. Vuksta, M.D., Associate Professor of Surgery, NEOUCOM, Director, Sports Medicine, Western Reserve Care System, Medical Education Center - Northside Medical Center

**May 9, 1989** - 8:00 a.m., Emergency Medicine Lecture Series, "Current Management of Traumatic Upper Airway Obstruction" Richard D. Gentile, M.D., Otolaryngologist/Head and Neck Surgeon, Western Reserve Care System, Medical Education Center - Northside Medical Center

**May 11, 1989** - 8:00 a.m., Internal Medicine Grand Rounds - Harvey Lecture "The Evolutionary Origins of Intercellular Communication: Possible Applications to Disease of Man", Jessee Roth, M.D., Clinical Professor of Medicine, Uniformed Services University of Health Sciences Director, Division of Intramural Research National Institute of Arthritis, Diabetes, Digestive and Kidney Diseases, National Institutes of Health, Bethesda, Maryland, Hitchcock Auditorium - Southside Medical Center

**May 11, 1989** - 8:00 a.m., Pediatric Grand Rounds, "Hyperlipidemia in Children and Adolescents" Alan Drash, M.D., Professor of Pediatrics, University of Pittsburgh School of Medicine Director, Pediatric Endocrinology, Children's Hospital of Pittsburgh, Pittsburgh, Pennsylvania, Medical Education Center - Northside Medical Center

**May 13, 1989** - 8:00 a.m., Anesthesiology Lecture Series "Brachial Plexus Blocks", Ramiro M. Albaran-Sotelo, M.D. Assistant Professor of Anesthesiology NEOUCOM, National Faculty for the American Heart Association Anesthesiologist, Western Reserve Care System, Tod Classroom I - Tod Children's Hospital

**May 13, 1989** - 8:00 a.m., Tumor Conference, Raul Lopez, M.D., Moderator, Assistant Professor of Surgery NEOUCOM, General Surgeon, Western Reserve Care System, Hitchcock Auditorium - Southside Medical Center

**May 16, 1989** - 8:00 a.m., Emergency Medicine Lecture Series "*Rheumatic Fever*", Thomas Combs, M.D., Emergency Physician, Western Reserve Care System, Medical Education Center - Northside Medical Center

**May 18, 1989** - 8:00 a.m., Internal Medicine Grand Rounds "*Gluten Sensitive Enteropathy*" Richard J. Marina, M.D., Assistant Professor of Internal Medicine NEOUCOM, Director, Gastroenterology Service Western Reserve Care System, Hitchcock Auditorium - Southside Medical Center

**May 18, 1989** - 8:00 a.m., Pediatric Grand Rounds, "*Infantile Apnea and Home Monitoring*" George A. Little, M.D., Professor of Pediatrics, Dartmouth Medical School, Chairman, Department of Maternal and Child Health Dartmouth-Hitchcock Medical Center, Hanover, New Hampshire, Medical Education Center - Northside Medical Center

**May 20, 1989** - 8:00 a.m., Anesthesiology Lecture Series "*Brain Protection*", Veeraiah C. Perni, M.D., Assistant Professor of Anesthesiology NEOUCOM, Chairman, Department of Anesthesiology Western Reserve Care System, Tod Classroom I - Tod Children's Hospital

**May 20, 1989** - 8:00 a.m., Tumor Conference, Armin V. Banez, M.D., Moderator Assistant Professor of Surgery NEOUCOM, Director, Colorectal Surgery Service Director, Surgical Endoscopy, Western Reserve Care System, Hitchcock Auditorium - Southside Medical Center

**May 23, 1989** - 8:00 a.m., Emergency Medicine Lecture Series "*Vertigo*", Emil S. Dickstein, M.D., Associate Professor of Internal Medicine NEOUCOM, Internist, Western Reserve Care System, Medical Education Center - Northside Medical Center

**May 27, 1989** - 8:00 a.m., Anesthesiology Lecture Series "*Anesthesia for the Asthmatic Patient*" Madhavarao S. Dasu, M.D., Anesthesiologist, Western Reserve Care System, Tod Classroom I - Tod Children's Hospital

**May 30, 1989** - 8:00 a.m., Emergency Medicine Lecture Series "*Pediatric Case of the Month Presentation*", Dale L. Kile, Jr., M.D., F.A.A.P., Assistant Professor of Pediatrics, Clinical Assistant Professor of Emergency Medicine NEOUCOM, Coordinator, Pediatric Emergency Medicine Western Reserve Care System, Medical Education Center - Northside Medical Center

**June 1, 1989** - 8:00 a.m., All Divisions - Emergency Medicine "*Emergency Care of Venomous Snakebite*" George Podgorny, M.D., F.I.C.S., Associate Professor of Surgery, Bowman Gray School of Medicine of Wake Forest University Chairman, Section Council on Emergency Medicine of AMA Moses H. Cone Memorial Hospital, Winston-Salem, North Carolina

**June 1, 1989** - 8:00 a.m., Pediatric Grand Rounds, "*Neonatal Cardiology for the Practicing Pediatrician*" Michael G. Saalouke, M.D., Assistant Professor of Pediatrics, NEOUCOM, Director, Pediatric Cardiology, Tod Children's Hospital, Medical Education Center - Northside Medical Center

# Tax Deferred Annuities: \$ \$ \$ \$ \$ \$ \$

TDA's, municipal bonds, and your home are the only conservative tax shelters left. Annuities are designed as long term savings vehicles which are most often used to fund personal savings and qualified retirements plans. All monies grow income tax deferred in an annuity; consequently they tend to out perform most taxable investments offering higher rates of return. For example: to net 8.5% after tax you would need to earn 10.88% pre tax, assuming you were only in a 28% tax bracket. There are no front end loads or charges.

Underwriting Company:	Meridian Life Insurance
A.M. Best Rating	A+ (superior)
Current Interest Rate:	8.50% guaranteed for 1 yr.
Guaranteed Minimum Interest Rate:	4%
Right to Examine:	10 days after delivery
Principal Deposit Guarantee:	Cash value will never be less than the sum of your deposits minus any withdrawals.
Death Benefit:	Entire contract value passes to beneficiary outside of probate.

For more information call 216-392-6666 or write:

Kenneth P. Chelko, CLU, ChFC  
Trumco Financial Services, 150 E. Market St.,  
Warren, Oh 44481

This area's leading healthcare providers:

**Western Reserve Care System,  
Warren General Hospital,  
St. Joseph Riverside,  
St. Elizabeth Hospital Medical Center,  
and Youngstown Osteopathic Hospital**

in cooperation with their clinical staffs  
have come together in a joint effort  
to bring the people of our communities  
the most advanced diagnostic tool available today . . .

## **Magnetic Resonance Imaging**

4964 Belmont Avenue  
Youngstown, Ohio

**Please Call: (216) 759-9922**

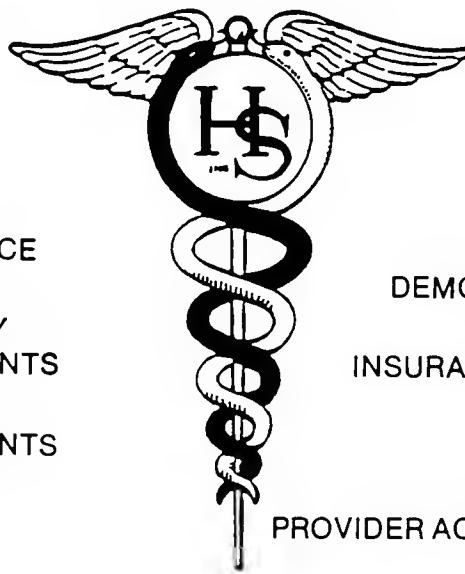
- Directed by a Board Certified Radiologist with a fellowship from Mount Sinai in MRI and Nuclear Radiology
- Immediate turnaround time on reports
- Fast and convenient service in a modern facility

The MRI is now scheduling appointments.  
Patients are accepted on a referral basis only.

**MRI**

**Cooperative**

# **COMPLETE OFFICE MANAGEMENT SYSTEMS**



INSURANCE  
FORMS  
MONTHLY  
STATEMENTS  
DEMAND  
STATEMENTS  
SUPER  
BILLS

PATIENT  
DEMOGRAPHICS  
MULTIPLE  
INSURANCE PLANS  
DAY  
SHEETS  
INDIVIDUAL  
PROVIDER ACCOUNTING

## **HEALTH SOFTWARE, INC.**

4440 LOGAN WAY  
YOUNGSTOWN, OHIO 44505  
**(216) 759-2103**

# Are Your Malpractice Premiums Too High?



SPATH & ZIMMERMAN  
Agency, Inc.

A Spath & Zimmerman policy review could update your current policy for primary and excess coverage up to maximum limits and save considerable premium dollars in the process. More than 25 years experience provides Ohio physicians higher limit professional protection at the lowest possible rates. Call Spath & Zimmerman now for a no-obligation competitive quotation. You'll like what you hear.

2 Summit Park Drive  
Suite 350  
Independence, Ohio 44131

**216/642-9191**

S. L. PERNI, M.D.

**Board Certified Radiologist**

**5TH AVENUE**  
Radiology & Ultrasound, Inc.

Complete Diagnostic Radiological Services

X-Rays, Arthrograms, Intravenous Pyelograms  
Venograms and Voiding Cysto-urethograms

**NUCLEAR MEDICINE**

One of the only out-patient facilities in the area  
to offer this needed service

**Breast Screening Center**

Low dose mammography  
ultrasound, self breast examinations

**ULTRA SOUND**

ABDOMEN, PELVIS, PREGNANCY,  
CAROTIDS, CARDIACS, AND SMALL PARTS



1350 Fifth Avenue, Suite 100  
Youngstown, Ohio 44504

**Phone (216) 746-1777  
746-1770**

Hours: Mon., Tues., Wed., Fri. 8:00-4:30 p.m.  
Thurs. Sat. 8:00-12:00 p.m.



## *Legislative Update*

### **WORKERS' COMPENSATION BILL UNDER CONSIDERTION**

House Bill 222, authored by State Representative Ross Boggs, Jr. of Andover, is a bill negotiated between business and the AFL-CIO to reorganize the administration of Ohio's workers' compensation system. The measure would add oversight and more clearly delineate that the duties of the Bureau of Workers' Compensation are administrative and the duties of the Industrial Commission are adjudicative. Though broad in nature, some provisions of this bill are of concern to the OSMA. Those provisions include:

- Deleting existing language which states that the Bureau's level of payments to health care providers must be substantially equivalent to prevailing schedules of private and government health care insurers. The replacement language gives the newly-created Medical Section of the Bureau authority to set "standard medical fees" which is undefined in the bill.
- The bill prohibits physicians who accept assignment from the Bureau of Workers' Compensation from balance billing a claimant-patient for an amount in excess of what the Bureau establishes as payment.

The bill passed the full House of Representatives on March 16, 1989, and is currently before the Ohio Senate Commerce and Labor Committee for review.

The OSMA has met with leaders and members of the Senate Commerce and Labor Committee in an effort to remove the objectionable language in House Bill 222, and will work toward a workers' compensation system which appropriately reimburses, allows patients free choice of medical providers, and controls the quality of patient care.

• • • • •

### *SPOUSE'S CORNER*

The Art Auction sponsored by the Mahoning County Medical Society Auxiliary on Friday, April 7, 1989 was a great success. A profit of approximately \$5000.00 was raised. This money will be divided equally between the pediatric, oncology departments of St. Elizabeth Hospital Medical Center and the Western Reserve Care System.

## **- Advertisers List -**

Air Force .....	21
Barrett Cadillac .....	9
Boardman Hearing .....	9
Chelko .....	24
Culcasi .....	13
DeBald & Co. Inc. ....	9
5th Avenue Radiologists .....	27
Farris .....	31
Gluck Agency .....	7
Health Software .....	26
Mahoning Bank .....	18
Medical Protective .....	5
Medical Services Bureau .....	32
MRI .....	25
Osteoporosis .....	11
Patient Billing Service .....	12
P.I.C.O. .....	19
Regional Imaging .....	2
Stillson & Donahay .....	4
Spath & Zimmerman .....	27
Speech Pathologists .....	15
Trumco .....	17
Youngstown Hearing and Speech .....	18

### **From The Bulletin - continued from pg. 16**

#### **TEN YEARS AGO MAY 1979**

The latest warning from the Public Health Service has to do with excessive exposure to radiation through diagnostic as well as therapeutic use of Roentgen Rays. This prompted both President Y.T. Chiu and Editor H.S. Wang to devote their editorials to the subject of radiation exposure. President Chiu wrote, "It is our duty to educate our patients to withhold all unnecessary x-ray examinations as much as possible..." Editor Wang wrote that Dr. E.C. Baker, one of the pioneers in x-ray technology in Youngstown, would be thrilled to witness the break-through brought about by the development of the CAT scanner with far less radiation exposure than in Dr. Baker's day.

And now we have the MRI, which has no radiation exposure at all, but uses magnetic resonance to provide pictures of remarkable clarity. One wonders what untoward reactions the Public Health Service will be telling us about this new technique in the coming years.

Dr. Jack Schreiber won first prize in the TV News category of the First Annual Physician Speaker Competition sponsored by the AMA.

The OSMA announced the dismissal of the lawsuit brought by the Ohio Attorney General's office, challenging the ownership of OMI by the OSMA. As a result, the Company was no longer controlled by the medical profession and you know the rest of the story.

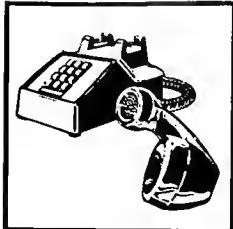
There were no new members that month.

**"Commercial, Professional & Residential Services"**

**(216) 799-2812**

**TMI Builders Co.**

**General Contracting, Renovation & Repair, Concrete**



## Classified Advertising

### INVESTMENT PORTFOLIO...

Compliment yours with this brick 12 Plex. 8 - 2 bedroom units, 4 - 1 bedroom units, air conditioned, appliances, over \$3,135 monthly income, excellent condition, garages, close to hospital, plaza on quiet street, always full. Call for details: Bruce Capel Agency, 337-3347 or 533-4206.

### THE SENSE OF INVESTMENT

Investors give us a call. We have several commercial investments. Plazas, Apartments, Banks, etc. These deals await your discovery. Over 25 years of Real Estate experience in the Mahoning and Columbiana counties. Give us a call today and let us know of your real needs.

Call 337-3347. Bruce Capel Agency.

### EXPERIENCED L.P.N. - SECRETARY

Experienced L.P.N. seeking part-time or full-time employment in Poland or Boardman area. Complete knowledge of office skills. Steady and dependable. Call 549-2587.

### EXPERIENCED R.N.

Experienced R.N. seeking part-time employment in physician's office in Boardman or Poland area, call 757-4475.

### OSTEOPATHIC POSITION WANTED

Female Osteopathic Physician seeking affiliation with a General Practice. Will be available October 1989. Prefer guaranteed salary with benefits with option to buy-in at a later date (negotiable). Phone 412-962-2489 or 412-981-3500

### MEDICAL TRANSCRIPTION & WORD PROCESSING SERVICE

Pick-up & Delivery - 482-5474

Prompt...Documented...Quality

S&C Enterprises, 87 South Shore Dr.,  
Youngstown, Ohio 44512

### OFFICE SPACE AVAILABLE

Medical or Dental office space available for rent.  
624 Youngstown-Poland Rd., Struthers, OH.  
Call: (216) 755-1495.

### RECEPTIONIST - MEDICAL SECRETARY

Schooling plus experience, honest, steady, dependable and willing to work. Want full-time, permanent position. Call anytime 759-0115

### PHYSICIAN

Seeking part-time to full-time consulting physician. Days only. Flexible hours. Responsibilities include: general physicals and donor suitability. For more information please call Kathy at Automated Plasma Center (216) 743-4122

### 2.78 ACRES SUGARBUSH TRAIL

Located on quiet cul-de-sac. Wooded lot. Canfield Twp. Call Beth Bacani for details. Northern Hills Real Estate, 759-2517 or 759-0222.

### PRIME MEDICAL LOCATION

South Avenue, Near 224. 95 x 200 lot. Build to suit. 799-2812 after 5:00 p.m.

### 8-1/2 ACRES & 5-1/2 ACRES

Hottest area in Boardman left for commercial development and investment with all utilities available and located on South Ave. north of Rt. 224. We have 8-1/2 acres commercial for \$250,000 and 5-1/2 Acres commercial for \$150,000. Soon all the good commercial development sites will be gone - call Dave Bartholomy personally, 758-4525 or 758-6027.

### 433 ACRES, MINIMUM \$60,000 DOWN

#285 - Owner will consider terms at 9% interest to a qualified buyer, large dairy-beef-grain farm \$387,000; 3 dwellings, new dairy barn and excellent large bank barn with insulated addition, 9 out buildings which include 50 x 108 newer Morton building, 4 metal grain bins, large 100' livestock shelter, 2000' hard road frontage, no leases on property, all mineral rights included; more information available by appointment only, 200 acres tilled, balance pasture and woods.

### A-FRAME CHALET \$45,900

#584, 3 bedrooms, 2 baths, 2-car garage, 400' from Lake Tomahawk, year-round home. Buy this now, price is right, call Karl Heaver 549-3380. Also, we have other 3-bedroom homes on the lake, call today.

### BARTHOLOMY REALTORS

30 Boardman-Poland Road  
OFF. 758-4525, RES. 758-6027

# INFORMATION IS POWER

GET IT  
USE IT  
PROFIT

Marketing Advice From The Experts

**FARRIS**

ADVERTISING • MARKETING  
PUBLIC RELATIONS

Shops On The Glen • Suite 3  
4845 Market St. • Youngstown, Oh. 44512  
(216) 782-8061



**The Medical-Dental Bureau.** A service entity that caters to the additional office needs of Physicians and Dentists. Its divisions; now streamlined to Telephone Answering, and Collections, are an important part of the emergency, public relations, and business segments of the Medical Community.

**Telephone Answering:**

*Oriented specifically to the needs of the Medical Community. Numerous different line services available to suit each office requirement.*

**Collections:**

*Tailored to collect past due patient accounts. Each account evaluated individually to collect the maximum amount of dollars. Fee contingent on what we collect.*

These two Service Divisions offer the best quality to price value in the tri-county area. Your involvement with the Bureau will further enhance an already efficient organization to continue its dedicated service

For complete details please telephone your

# **Medical-Dental Bureau, Inc.**

901 Home Savings & Loan Bldg.  
275 Federal Plaza West  
Youngstown, Ohio 44503

**(216) 744-4040**

Judy Bloomberg, Manager